



# **Fruits and Veggies: More Matters™**

## **Promotional Kit**

Massachusetts Fruit & Vegetable Nutrition Council  
Fall 2007

**The Fruit and Veggie- More Matters™ Promotional Packet** was produced by the Massachusetts Fruit & Vegetable Nutrition Council (formerly the 5 A Day Statewide Coalition). The kit was developed to help raise awareness of the new Fruits and Veggies-More Matters™ campaign which was developed by Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC) to encourage Americans to eat more fruits and vegetables. Fruit and Veggies-More Matters™ is a new public health initiative, and is the next generation of the 15-year-old “5 A Day for Better Health” program. The initiative’s launch in March 2007 coincided with the release of a new article in the *American Journal of Preventive Medicine* showing that most Americans do not eat enough fruits and vegetables.

The new *Fruits and Veggies—More Matters* brand was developed to be consistent with the latest Dietary Guidelines for Americans, which recommends servings of fruits and vegetables based on an individual’s caloric needs – these amounts range from 4 to 13 servings, or 2 to 6.5 cups, per day. The amount of fruits and vegetables is based on recommendations in the 2005 Dietary Guidelines for Americans. The new message “Fruits & Veggies—More Matters” is a new call-to-action for a healthier America, which is inspiring, attainable, and easy for people to understand. The message is intentionally simple: No matter how many fruits and vegetables you consume every day, everyone benefits from eating MORE. And, whether it’s fresh, frozen, canned, dried or 100% juice, all forms count!

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The **vision** of the Massachusetts Fruit & Vegetable Nutrition Council is that everyone living in Massachusetts will have access to affordable, high quality fruits and vegetables.

#### **Acknowledgements:**

We would like to thank Jennifer Shea (Dietetic Intern, Simmons College) and Laura Thompson and Carol Chan (Nutrition graduate students at Boston University Sargent College of Allied Health) for their many contributions to this project. Thank you to reviewers: Members of the Massachusetts Fruit & Vegetable Nutrition Council; Maria F. Bettencourt, MPH and Cynthia Taft Bayerl, MS, RD, LDN from the Nutrition and Physical Activity Unit at the Massachusetts Department of Public Health.



## Fruits & Veggies- More Matters™ Promotional Packet

The Massachusetts Fruit & Vegetable Council (MN&VNC), in cooperation with our national partners, the Centers for Disease Control and Produce for Better Health Foundation, are proud to introduce the new Fruits & Veggies – More Matters™ campaign. This fresh new campaign replaces the old “5 a Day” Message with a simplified slogan that aims to motivate consumers to eat *more* fruits & vegetables.

The Council has produced a promotional packet which organizations can use to get the word out about this new campaign message. The packet includes the following handouts:

- Overview of the Fruits and Vegetable-MoreMatters™ campaign
- Suggestions on how individuals can add fruit and vegetables to a daily eating pattern
- Suggestions on how individuals and families can increase intake and keep fruit and vegetable costs low
- Ideas for parents on how to increase their families fruit and vegetables intake
- Ideas for how schools can make fruits and vegetables more available to students and staff
- Suggestions for what communities can do to increase fruit and vegetable access for residents
- Examples of innovative programs to increase access to fruits & vegetables
- Promotional packet evaluation questionnaire

We encourage you to distribute this promotional packet through your various networks. The information in the packet can be used in a newsletter; health education materials; distributed at fairs, made available to clients or patients in a waiting room; submitted to a local newspaper or used as background information for an interview. You decide what makes the most sense to your group or organization.

Please tell us whether or not you liked the information, how you used it, and any other suggestions that you may have. Please complete the evaluation questionnaire in the packet and return to the Fruit and Vegetable Nutrition Council. If you have any questions about the Council and/or would like to join, please email **[contact@MAFrtandVegNutrCouncil.com](mailto:contact@MAFrtandVegNutrCouncil.com)** , or phone 617-624-5439.

We hope that you find this packet useful and look forward to hearing how you used the information.



## Move Over, 5 A Day Make Room For More!

**Fruits & Veggies—More Matters™** is a new Centers for Disease Control and Prevention and Produce for Better Health Foundation promotional campaign for fruits and vegetables which was launched in March 2007. The fifteen year-old “5 A Day” campaign that encouraged eating five or more daily servings of fruits and vegetables will be phased out to make way for the new brand.

The **Fruits & Veggies—More Matters™** brand is designed to encourage Americans to eat *more* fruits and vegetables. Over 70 percent of Massachusetts adults\* and 90% of youth\* do not meet the 2005 Dietary Guideline recommendations for fruit and vegetables.<sup>1</sup> Eating plenty of fruits and vegetables is thought to reduce the risks of many chronic diseases.

The Massachusetts Fruit & Vegetable Nutrition Council (Formerly the Statewide 5 A Day Coalition) kicked off the campaign in Massachusetts. The council secured a proclamation from the Governor, distributed information on the new campaign to community newspapers and media outlets, and collaborated with the Boston Public Health Commission and Stop & Shop to host an event on March 19<sup>th</sup> 2007. The council partnered with the Massachusetts Agricultural Promotion Board, the Farm Bureau, and the MA Department of Agriculture on a state house event which was held on March 28, 2007.

The website, **fruitsandveggiesmorematters.org**, has information and resources on the **Fruit & Veggies—More Matters** for consumers, families, schools and communities.

Enjoy *more* today!

For Fruit and Vegetable educational resources visit: [www.maclearinghouse.com](http://www.maclearinghouse.com)

For more information on the Council or if you would like to be involved, please contact:  
[contact@MAFrntandVegNutrCouncil.com](mailto:contact@MAFrntandVegNutrCouncil.com)

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\* A Profile of Health Among Massachusetts Adults, 2005 Results from the Behavioral Risk Factor Surveillance System, Massachusetts Department of Public Health, 2006

\*2005 Massachusetts Youth Risk Behavior Results Executive Summary, Massachusetts Department of Education, June 2006



## Fruits & Veggies – More Matters™ But How Much More Is Enough?

**Fruits & Veggies—More Matters™** is the new promotional campaign for fruits and vegetables. The campaign encourages Massachusetts residents to eat *more* fruits and veggies than they currently do.

Why are we recommending eating *more* when the majority of state residents are overweight? Fresh fruits and vegetables are foods you *can* eat *more* of without gaining weight. Fresh produce is low in calories and fat and high in fiber. You can eat a lot *more* fresh fruits and vegetables than other foods for fewer calories. A whole plateful of fresh vegetables will fill you up and help you resist the urge to snack on foods high in fat and sugar.

How many fruits and veggies should you have each day? It depends on your age, your gender and your daily physical activity level. Two cups of fruit and 2½ cups of vegetables per day are recommended for a 2,000-calorie diet. Visit [www.mypyramid.gov](http://www.mypyramid.gov) for individualized guidelines and additional information.

Eat different colored fruits and vegetables each day, including orange, dark green, red, purple, blue, white and yellow. Think of the rainbow for a healthy, nutritious diet.

### **Pick and choose from the following suggestions to plan your day full of color!**

#### **Breakfast**

- Make a smoothie with ½ cup fresh (or frozen) blueberries, 1 cup low-fat yogurt, ½ banana and ice cubes
- Top your whole grain cereal, or fat free yogurt with sliced mango, peaches, apples, or berries
- Enjoy an egg white omelet with veggies like broccoli, onions, spinach, green pepper, or tomatoes
- Top oatmeal with bananas or dried fruit

#### **Snack**

- 1 medium pear, apple, banana, kiwi or guava
- 3 cantaloupe slices
- 1 cup baby carrots with low-fat or fat-free ranch dip
- 3 stalks of celery with hummus
- ¼ cup dried mango or plums
- 5-10 slices of green and red peppers

#### **Lunch**

- Add peppers, tomatoes, mushrooms, or spinach to your sandwich or pizza
- Add fresh fruit such as sliced apples and pears, or dried fruit like cranberries and cherries to your salad
- Add frozen collard greens, spinach or broccoli to your favorite low-sodium canned soup
- Add lettuce, tomato and avocado to your turkey sandwich on whole grain bread
- Add ½ cup of fresh salsa to your rice and beans. Throw a few slices of avocado on top!
- Wrap lettuce, cucumber, tomato, onions, salsa and low-fat cheddar in a whole grain tortilla
- Steam summer squash, peppers, mushrooms, spinach and tomatoes and stuff a whole grain pita

#### **Dinner**

- Make sure you have two different vegetables on your plate each night- try to make one-half of your plate vegetables
- Grate carrots and add to salads, stir-fry or meatloaf
- Have fresh fruit for dessert- try raspberries, apricots, or baked apples with cinnamon

For Fruit and Vegetable educational resources visit:

[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) or [www.maclearringhouse.com](http://www.maclearringhouse.com)



## **Fruits & Veggies – More Matters™**

### **More Fruits and Vegetables Doesn't Cost More**

#### **You can afford to have more fruits & vegetables!**

Fruits and vegetables do not have to cost you more. Do you buy soda, chips, cookies or other processed foods? If so, you're spending a lot of money on these items while getting no nutrients in return. How can you buy healthy fruits and vegetables on a limited food budget? Follow these tips:

- Buy fresh, in season varieties as they are usually on sale. Frozen, canned, or dried fruits and vegetables can also be used.
- Buy whole carrots, celery, apples and lettuce and cut them yourself. Pre-cut fruit and vegetables are usually more expensive than whole.
- Buy frozen. Most times these are cheaper than fresh, but just as nutritious and delicious.
- Buy canned fruit and vegetables. Fruit is better for you if it comes packed in its own juice. Canned vegetables are packed with added salt so it is better to buy those with lower sodium or rinse them before cooking.
- Visit farmers' markets at the end of the day. You just may get a great deal!
- Join a Community Supported Agriculture Group (CSA). Get local produce delivered to your home! To learn more, and to find out if there is a CSA near you visit [www.localharvest.org](http://www.localharvest.org).
- Start your own garden. You only need a small plot of land or even a large container to be able to grow fresh produce. Your local library will have resources you can use, or you can search online.
- Try making one meatless meal a week. You can get plenty of protein in your diet by eating vegetarian sources of protein, such as beans, nuts, tofu, etc. Add some brown rice or whole-wheat pasta plus a few servings of veggies and you have a delicious and filling meal. Eating "meatless" once or even a few times a week will cut down on your food costs.

For more information on buying, preparing, or storing fruits and vegetables, contact your regional UMASS Extension Expanded Food and Nutrition Education Program. ([nepcontact@umext.umass.edu](mailto:nepcontact@umext.umass.edu))

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For Fruit and Vegetable educational resources visit: [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) or [www.maclearinghouse.com](http://www.maclearinghouse.com). For more information on the Council or if you would like to be involved, please contact: [contact@MAFrntandVegNutrCouncil.com](mailto:contact@MAFrntandVegNutrCouncil.com)



## **Fruits & Veggies – More Matters™**

### **Adding More Fruits & Vegetables to Meals and Snacks**

We're asked to eat more fruits and vegetables but it's not always easy to get family members to eat more. Here are some ideas for adding more fruits and vegetables to your family meals and snacks.

**Prepare them in different ways. Different people have different taste preferences.**

- Serve vegetables cooked, raw, steamed, boiled, grilled, microwave, sautéed, baked, or roasted.
- Make salsa with tomatoes, onions, peppers, mango, and pineapple.
- Serve fruit raw, dried or cooked.
- Add fresh and dried fruit to lettuce salads.
- Make eating fruits and vegetables fun for young children by cutting them up in funny shapes.
- Another way to make eating fruits and vegetables fun for children is to have them help you prepare them.
- Praise your children when they eat a fruits or vegetables.

**Keep them handy.** We tend to eat what's available so always keep some cut up fruits and vegetables around for snacks.

- Keep cut up vegetables and fruit in the fridge for easy munching.
- Keep whole fruit in an easy to reach bowl on the counter within reach.
- Pack whole or cut up fruit (orange, apple, or banana) and vegetables (carrot or celery sticks) in your child's lunchbox- pack them for your lunch too! Add a low fat dip for dunking- kids love to dip.
- Wash and freeze grapes. Offer to your child as an after school treat.

**Mix them up!** Variety is the spice of life! Try different fruits and vegetables so that you and your family don't get bored.

- Different colored fruits and vegetables provide many different vitamins and minerals.
- Don't get frustrated if your child doesn't like many fruits and vegetables at first. It may take many tries before your child develops a taste for it. Keep trying!

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or [www.maclearringhouse.com](http://www.maclearringhouse.com)

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## **Fruits & Veggies – More Matters™ At School**

Children spend a good part of their day at school. Many children get two of their daily meals while at school. Schools can ensure that children get healthy food in the cafeteria, at events, school stores and from vending machines. Fruits and vegetables are nutrient rich, low calorie foods that should be readily available to students.

### **What steps can schools take to help kids get more fruits and vegetables?**

- **Serve attractive and tasty fruits and vegetables in the school cafeteria**

- Work with the foodservice director to increase the number of fruits and vegetables served at school
- Develop a policy that requires fruits and vegetables be available in the cafeteria, school store, and at all school events
- Work with your local food store to provide fresh fruits and vegetables to support taste testing activities
- Require that food service staff receive training on nutrition and cooking healthy including using fruits and vegetables in meal preparation. The John C. Stalker Institute provides trainings for food service and other staff on healthy meal preparation.  
<http://www.johnstalkerinstitute.org/>

- **Establish a Farm to School program**

- Kids, parents and teachers, work with the principal and foodservice director at school to contact farmers and farm stands around your area to determine their interest in selling produce to the school. This supports the local agriculture, local economy and environment, while benefiting the farmer, school and community.
- Locally grown produce is more delicious and nutritious than fruits and vegetables that have been traveling for days, weeks or months across the country...or even across the world.
- Contact the Farm to School Project (413-253-3844) for help on starting a farm to school program.

- **Start a school garden**

Assign a plot of land for growing fruits, vegetables, herbs and flowers. Planting and taking care of a garden is a wonderful way to remind kids where their food comes from and allows them to gain a larger appreciation for their meals. It can also serve as an opportunity for teachers to integrate nutrition into the curriculum. Kids can plant, tend to, gather, clean and prepare vegetables and fruit from the garden. Go to **[www.kidsgardening.org](http://www.kidsgardening.org)** to learn more about starting a school gardens.

For Fruit and Vegetable educational resources visit: **[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)**  
or **[www.maclearringhouse.com](http://www.maclearringhouse.com)**

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## Fruits & Veggies – More Matters™

### Making More Fruits & Vegetables Available in the Community

#### How do I make sure that fruits and vegetables are available in my community?

- **Start a community garden.** Gardens bring the community together to work towards a final reward of an abundant plot of land with delicious nutritious fruits, vegetables, and herbs. Gardening is great exercise, relaxing, therapeutic, and can be done by the young and old alike. Find out if there are public plots of land in your town or city that could be used for a garden; even a small plot will do. Gardens are not only for the countryside. The city of Boston has many thriving urban gardens!
- **Visit farmers' markets.** Buy your fresh fruits and vegetables from local farmers. Buying from local farmers helps support the local economy and can be more fun than shopping in a supermarket. Ask the farmers for recipe tips and ideas for how to prepare the fruit and vegetables.
- **Bring in farmers' markets to your area.** Talk to the local department of health, local farmers and local officials to see about getting a farmer's market to your community. If there is community interest and farmers can make a profit, it will be a success.
- **Set up a farm-to-community program.** Speak with local farmers about the possibility of having them sell and deliver weekly fresh produce to the local community center, assisted living facility, daycare centers, schools, etc.
- **Organize a weekly cooking club.** Invite community members and hold the club meetings at the Town Hall, member homes, or anywhere there's an open kitchen. Fruit and vegetable recipes can be the focus!
- **Access is an issue.** If affordable fruits and vegetables are hard to come by in your community, make a phone call or visit your local officials to express your concern. Get your family and friends to do the same; there is strength in numbers.

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## **Fruit and Vegetable Superstar Programs in Massachusetts**

### **Western Massachusetts**

#### **Spotlight on Great Barrington, MA**

The Berkshire South Women, Infant and Child (WIC) strategic goal last year was to promote healthy eating by increasing fruit and veggie consumption of participants. The Apples to Zucchini project was created by the Community Health Program to bring fresh fruits and vegetables to WIC participants from local Berkshire farms. In addition to providing women and their children with locally grown fresh fruits and vegetables, the program also offers cooking classes with childcare where women can practice their skills as well as take home recipes for the produce they received.

#### **Spotlight on Hampshire County, MA**

Hampshire College in Hampshire County donated fruits and vegetables to WIC participants each week during the fall. College students picked up the produce from local farms and delivered it to the Greenfield WIC program, which then distributed the fruits and vegetables, along with recipes to participants.

### **Eastern Massachusetts**

#### **Spotlight on Boston, MA**

For 15 years, The Food Project has been bringing young people from the city and the suburbs together to make a difference in the lives of people in the Greater Boston area. Each year, a diverse group of sixty youth, ages 14-16, enter The Food Project's Summer Youth Program. They grow and distribute thousands of pounds of organic produce for people in need. For many, it is a first job. Working in crews of eight to ten, the youth gain invaluable skills including: teamwork, accountability, civic participation, and communication.

During the summer, youth manage a 31-acre rural farm and over 2.5 acres of urban land. Through their work on the farm, the children: sell fruits and vegetables through two urban farmers' markets and a Community Supported Agriculture program (see footnote about CSAs), prepare and serve lunches in local soup kitchens and homeless shelters, and help some of Boston's top chefs prepare community lunches, where neighbors, youth, staff, and visitors come together to share the harvest. Youth also participate in four workshops each week, covering issues of diversity awareness, hunger and homelessness, sustainable agriculture, and personal reflection. Visit [www.thefoodproject.org](http://www.thefoodproject.org) for more information.

**CSA (Community Supported Agriculture) Program: a community of individuals who pledge monetary support to a farmer in advance of the growing season to cover the projected costs of running the farm and the farmer's salary. In exchange, the individuals are guaranteed a share of the farmer's crops throughout the growing season. The growers and consumers provide mutual support and share the risks and benefits of food production as well as the satisfaction of reconnecting to the land and participating directly in food production. Because CSAs provide growers with capital up front, they are able to receive better prices for their crops, gain some financial security, and are alleviated of much of the burden of marketing.**

# Fruit and Vegetable Superstar Programs in Massachusetts

## Spotlight on Cambridge and Somerville, MA

The Growing Healthy program brings locally grown foods to children and families living in the Somerville and Cambridge area. The program is a collaborative effort between The Institute for Community Health, CitySprouts, Groundwork Somerville, The Federation of Massachusetts Farmers' Markets, and the Cambridge and Somerville Schools' Food Service Departments. Working closely with this Collaborative, and neighborhood communities, Groundwork Somerville and City Sprouts are transforming dormant school courtyards into vibrant nutrition learning gardens at over eight elementary schools where young people participate in gardening projects and educational activities. The "farm-to-school" coordinators and school cafeteria staff purchase, prepare and serve local produce. Seasonally they create new menus. Kids also can try different fruits and veggies during tasting events. The gardens, along with school menu changes, increase student consumption, and knowledge, of fruits and vegetables. Events at local farmers' markets engage families in fun and educational opportunities, bringing home the message about the freshness, flavor and availability of local produce. The Growing Healthy project was supported by the Community Food Projects Program of the USDA Cooperative State Research, Education and Extension Service, grant number 2005-33800-16484. Visit [www.groundworksomerville.org/growing-healthy-gardens.php](http://www.groundworksomerville.org/growing-healthy-gardens.php) for more information.

## Central Massachusetts

### Spotlight on Mendon, MA

In celebration of the Healthy Choices campaign, students at the Miscoe Hill School in Mendon, MA dressed up like vegetables, told everyone about the 5-2-1 message (5 fruits and veggies, 2 hours or less of TV, computer and video game screen time and 1 hour of physical activity a day). The school will also have a "Free Veggie Friday;" Whole Foods will donate veggies once per month which will be served at lunch in snack size cups. Additionally, the Healthy Choices Team (a healthy eating and physical activity program) team will be doing random snack checks at snack break to look out for kids who are eating healthy snacks. Kids who have a fruit or vegetable as a snack will get a prize.

For Fruit and Vegetable educational resources visit: [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)  
or [www.maclearninghouse.com](http://www.maclearninghouse.com)

For more information on the Council or if you would like to be involved, please contact:  
[contact@MAFrtandVegNutrCouncil.com](mailto:contact@MAFrtandVegNutrCouncil.com)



Date \_\_\_\_\_  
Name of Agency: \_\_\_\_\_  
Zip code of agency: \_\_\_\_\_

## Fruits & Veggies — More Matters Promotional Packet Evaluation

The Massachusetts Fruit and Vegetable Nutrition Council (MF&VNC) needs your input on the new Fruits and Veggies—More Matters™ campaign. We would like to know how you plan on using the Fruit and Veggies: More Matters™ tools. We will resurvey you at a later date to learn about your utilization. Please contact us with any suggested changes which will enhance the usefulness of these tools. Your input will be used for future program decisions. Thank you.

**1. Please check the box that best describes your profession:**

☐ Health Educator ☐ Teacher ☐ Primary Care Provider (Physician or Nurse) ☐ Restaurant owner  
☐ Grocer (Manager or Communications Director) ☐ School Food Service Director/staff ☐ other  
(please list) \_\_\_\_\_

**2. Please check the box that best describes your primary setting:**

☐ Health Center ☐ WIC ☐ School ☐ Physician Office ☐ Worksite ☐ Council on Aging  
☐ Other (please list) \_\_\_\_\_

**3. Do you think that you will use any of the information in this promotional packet?**

☐ Yes ☐ No ☐ Unsure ☐ Not applicable

**4. How do anticipate you/your staff will use the materials?**

☐ For patient education  
☐ For local print media  
☐ For use with local groups (ex: Chamber of Commerce, Women's, Garden or Kiwanis Clubs)  
☐ For community health fair  
☐ For worksite wellness  
☐ Other (please list) \_\_\_\_\_

**5. How useful do you find the following fact sheets?**

|  | Very Useful              | Useful                   | Not Useful               |
|--|--------------------------|--------------------------|--------------------------|
| Fruits & Veggies – More Matters™<br>But How Much More Is Enough? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| More fruits & veggies doesn't cost more                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Adding more fruits & veggies to meals and snacks                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fruits & Veggies – More Matters™ at school                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Making more fruits & veggies available in community              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fruit & Veggie Superstar Programs in Massachusetts               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**6. Which of these topics would you like more information about? (Check all that apply)**

☐ The “Move Over 5 A Day. Make Room for More *More Matters*”  
☐ “Making fruits & veggies more available at home”  
☐ “Increasing access to fruits & veggies in school”  
☐ “Increasing access to fruits & veggies in the community”  
☐ “How to buy fruits & veggies while keeping cost low”  
☐ “Superstar programs throughout Massachusetts”  
☐ Other (please list) \_\_\_\_\_

**7. What format would you prefer to receive information? (Check only one)**

☐ Hard copy   ☐ Web site   ☐ CD   ☐ Other (please list) \_\_\_\_\_

**8. If you have any additional comments or suggestions, please describe below.**

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Thank you.

Please return completed evaluation form by one of these 3 ways:

Email: [Cynthia.Bayerl@state.ma.us](mailto:Cynthia.Bayerl@state.ma.us) or

Fax: 617-624-5439

Mail: Cynthia Bayerl, Coordinator Massachusetts Fruit & Vegetable Nutrition Council

Massachusetts Department of Public Health

250 Washington Street 4<sup>th</sup> Floor

Boston, MA 02108

If you have any question please call Cynthia at 617-624-5439.

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**The MA Fruit & Vegetable Nutrition Council Members:**

ABCD Headstart, American Cancer Society, American Heart Association, Beth Israel-Deaconess, BOND of Color, Boston Commission on the Elderly, Boston Public Health Commission, Boston Public Schools, Boston STEPS, Cambridge Health Department, City of Boston, The Federation of Farmer's Markets, Farm to School, The Food Bank of Western Massachusetts, The Greater Boston Food Bank, Hannaford's, Harvard School of Public Health, HESSCO Elder Services, Institute for Community Health, Lane Printing, MA Department of Agricultural Resources, MA Department of Education, MA Department of Public Health, MA Medical Society, New England Dairy Council, Office of Elder Affairs, Operation Frontline, Project Bread, Smokey the Wellness Guy, Stop & Shop Supermarket, Tufts University, USDA, UMass Extension, WIC